

**Members Present:** Ted Cushing, County Supervisor, Finance  
Guy Hansen, County Supervisor, Forestry  
Dan Kuzlik, UW Extension  
Ruth Goetz, Dept. of Tourism, North District  
John Pfeifer, 2006 County Contractor  
Jodi Hanson, Rhinelander Chamber  
Sarah Pischer, Minocqua—Arbor Vitae—Woodruff Area Chamber  
Jennifer Gibson, Minocqua Resort Assn.  
Kari Zambon, Pelican Chamber  
Diane Hapka, Three Lakes Chamber

**Others Present:** Shelby Anderson, Lakeland Times  
Al Hanley  
Charles Wickman, Supervisor, Forestry  
Dick Dvorak, Pelican Lake Chamber

### **1. CALL TO ORDER**

Guy Hansen called the meeting to order at 1:30 p.m. at the Minocqua—Arbor Vitae—Woodruff Area Chamber of Commerce, Minocqua, WI. He noted that the meeting notice had been properly posted and mailed in accordance with the Wisconsin Open Meeting Law.

### **2. APPROVE AGENDA**

It was moved by Cushing, seconded by Goetz, to approve the April 7, 2006 agenda. All “aye” on voice vote. Motion carried.

### **3. APPROVE MARCH 7, 2006 MEETING MINUTES**

It was moved by Goetz, seconded by Gibson, to approve March 7, 2006 minutes, with amendments to the correct spelling of Sarah Pischer’s name (from Pisher to Pischer), correction of County Contractor date from 1906 to 2006, and noting that Minocqua Chamber should also include Arbor Vitae and Woodruff. All “ayes” on voice vote. Motion carried.

### **4. DECISION ON NEED FOR AN ONEIDA COUNTY TOURISM PROMOTION PROGRAM**

It was moved by Hapka, seconded by Pischer, that there is a need for an Oneida County Tourism Promotion Program. All “ayes” on voice vote. Motion carried.

5. There was a brief review and discussion of the past Oneida County program per the attached. It was noted that the Oneida County Chamber basically fell apart in 2004 due to the continued cutting of the budget. At the \$50,000.00 level the Rhinelander and Minocqua Chambers could not continue their involvement in the program.

6. Guy Hansen suggested that the committee should list goals that would lead to a successful promotional program. Dan Kuzlik guided the committee in developing the following list:

- a) Continuity / main contact
- b) Regular meetings of area chambers
- c) County-wide marketing plan involving all stake holders
- d) Identified leadership and coordination

- e) UW Extension to help implement
- f) Adequate resources i.e. dollars!!!
- g) Identify and promote activities that aren't covered by area chambers
- h) Provide maps
- i) Develop a county promotional piece
- j) Create a measurable rate of tourism growth to compare to state average
- k) Create a new Oneida County Tourism web site that is updated weekly or daily and maintain a manned 800 number.
- l) Come up with a "brand name" for Oneida County Tourism
- m) Capture Destination Marketing Grant that would involve 3 or more counties working together
- n) Marketing Administrator at the County level i.e. central leadership, trained staff
- o) Promotion tools (materials, maps, pamphlets, and presence at shows)
- p) Educate decision makers on the dynamics of tourism
- q) Organizational structure i.e. by-laws, etc
- r) One person contact for regional promotion
- s) Connection to WI Dept. of Tourism
- t) Additional visibility
- u) "Umbrella" to having other County tourism groups together

Dan Kuzlik then suggested that the committee members vote on the most important goals with the following results:

- 1) Develop adequate resources from the County as well as grant opportunities
- tie vote 2) Identified leadership and coordination
- tie vote 2) "Brand Name" for Oneida County Tourism
- 3) Marketing Administrator with a trained staff

7. The committee then listed what the obstacles would be in achieving the goals:

- a) Lack of understanding by the county committee
- b) Lack of central leadership
- c) Lack of resources
- d) Lack of paid staff
- e) Lack of volunteer time

8. Set date, time, location, and topics for next meeting.

The next meeting will be held on May 12, 2006, at 1:30 p.m. at the Rhinelander Chamber. Sarah Pischer will contact Cindy Burzinski from Vilas County to attend the meeting and outline their tourism program. Ruth Goetz will provide the Bayfield and Price County Tourism structure and budgets to the committee.

## 9. **ADJOURN.**

It was moved by Pfeifer, seconded by Pischer, to adjourn the meeting. All "ayes" on voice vote. Motion carried.

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Chairman, Guy Hansen

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Ted Cushing, Recording Secretary